

# SOARING WITH THE .OS



2023 ANNUAL EVENT





When you believe in a thing,

# DAN DOMINGUEZ

WHY INSTITUTE CGO & EVENT MC

## INTRO

WHY®



# OPENING SESSION

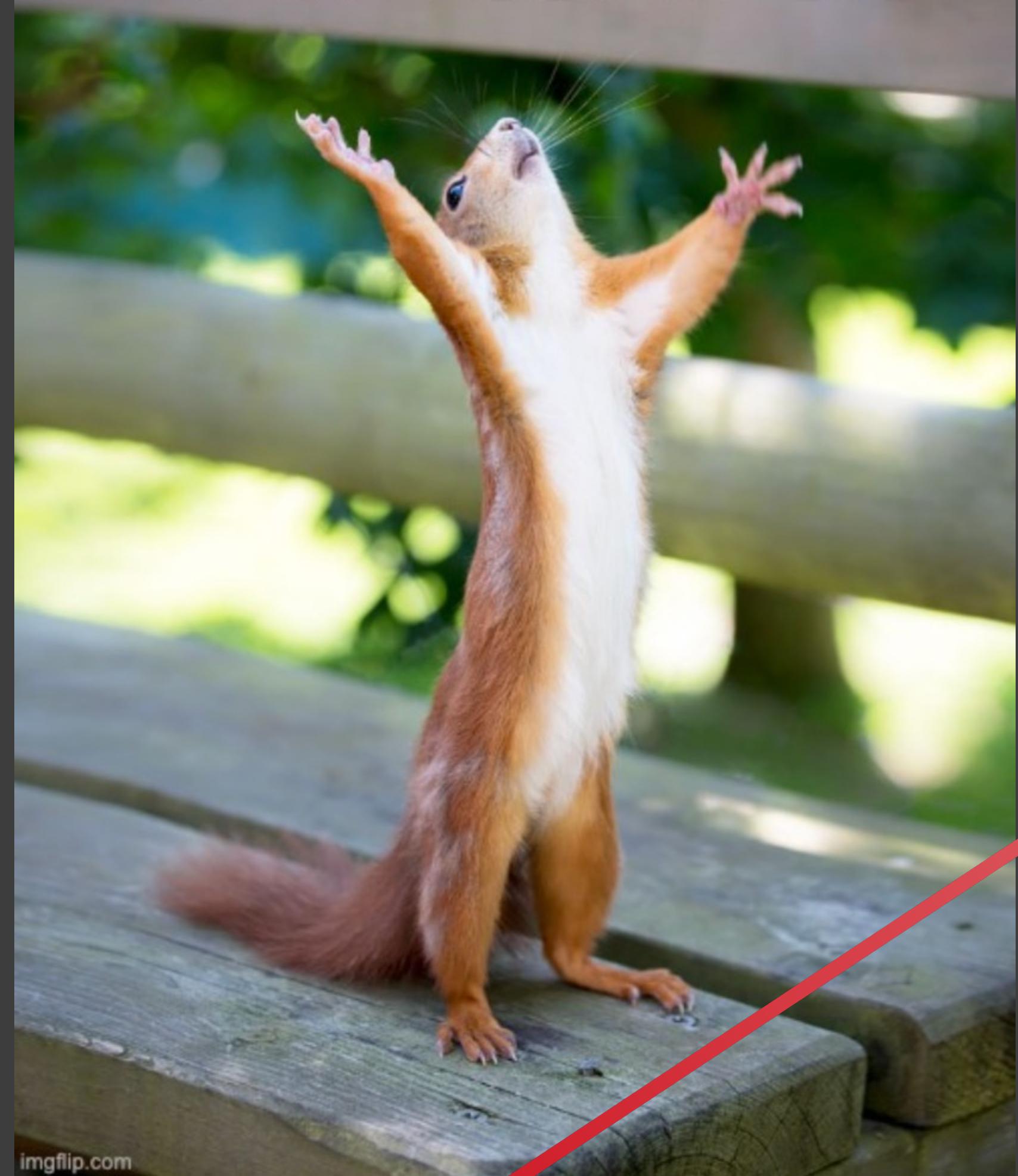
*DR. GARY SANCHEZ*





WHY®

# YEAH - I GOT THIS!

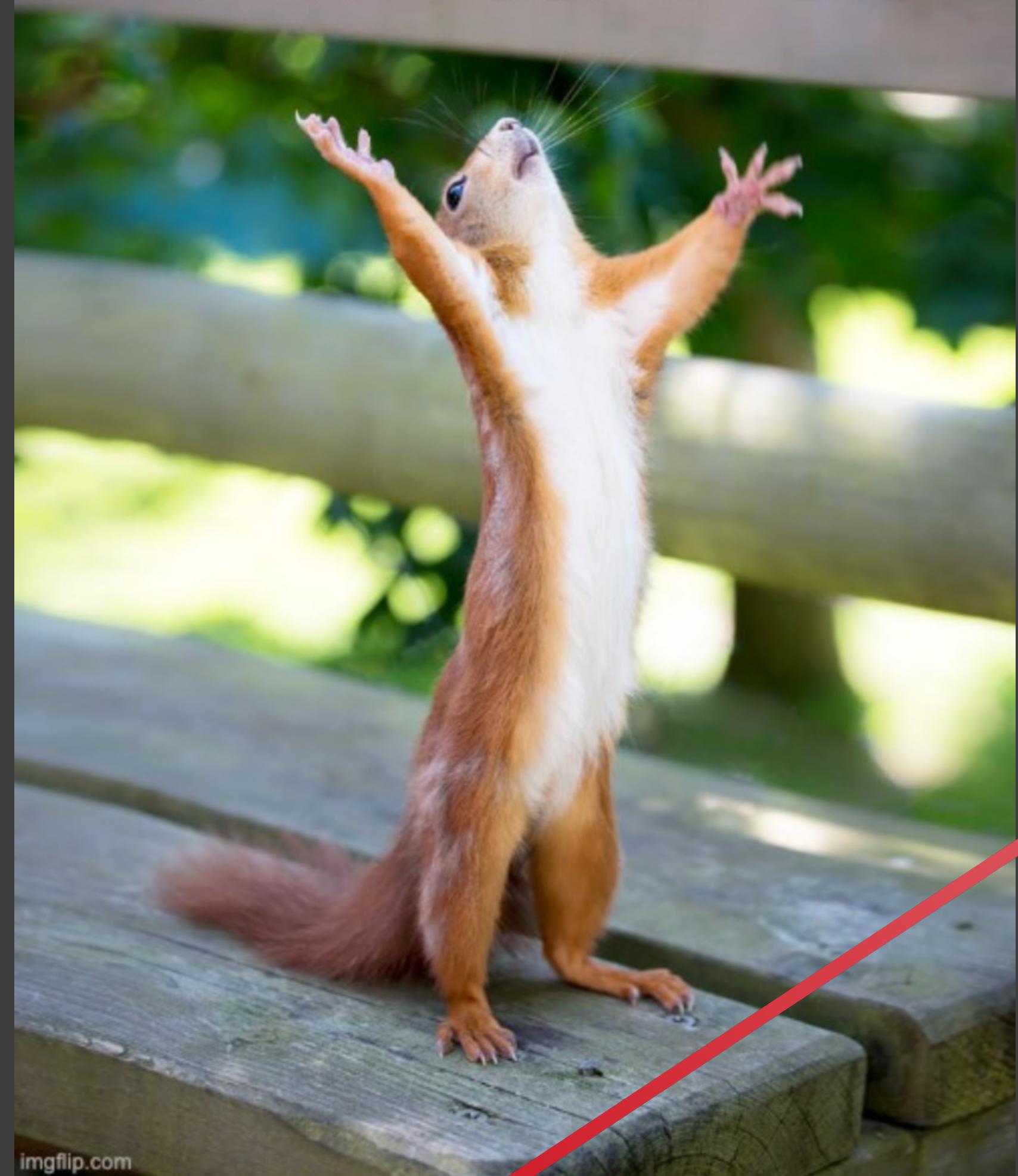


WHY.<sup>®</sup>

# Family

WHY®

# YEAH - I GOT THIS!

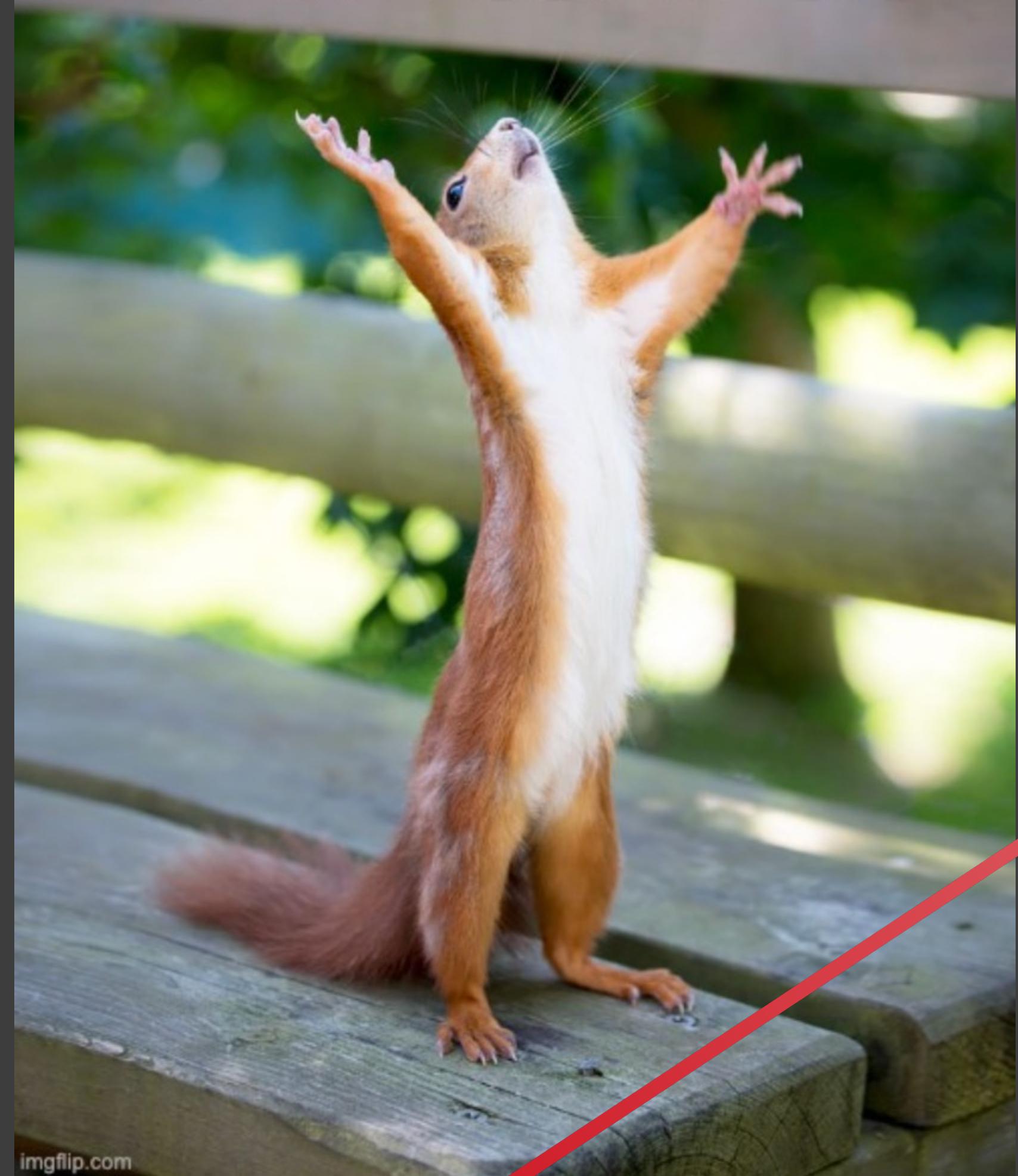


WHY.<sup>®</sup>

# Friend

WHY®

# YEAH - I GOT THIS!

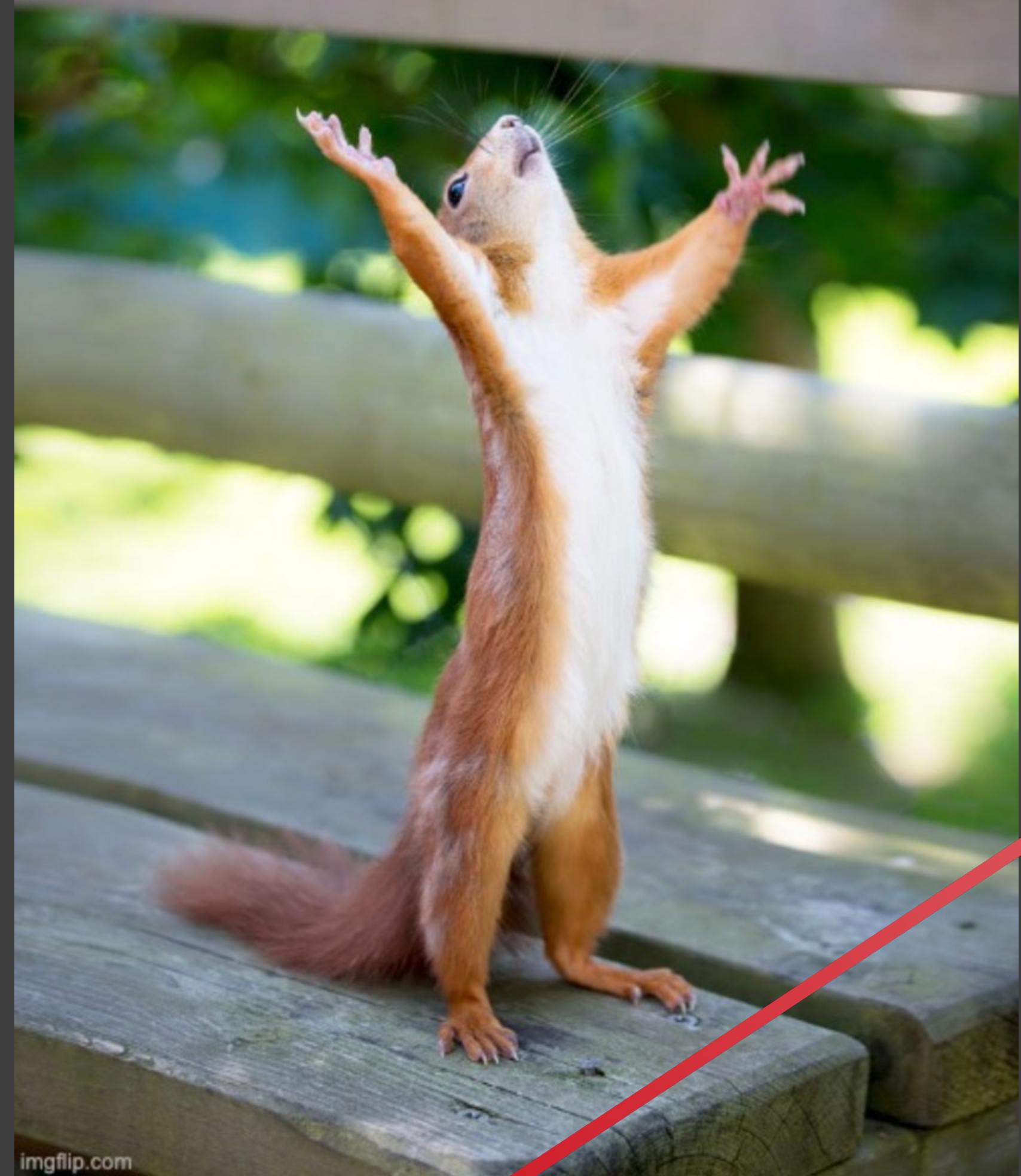


WHY.<sup>®</sup>

# CEO

WHY®

# YEAH - I GOT THIS!

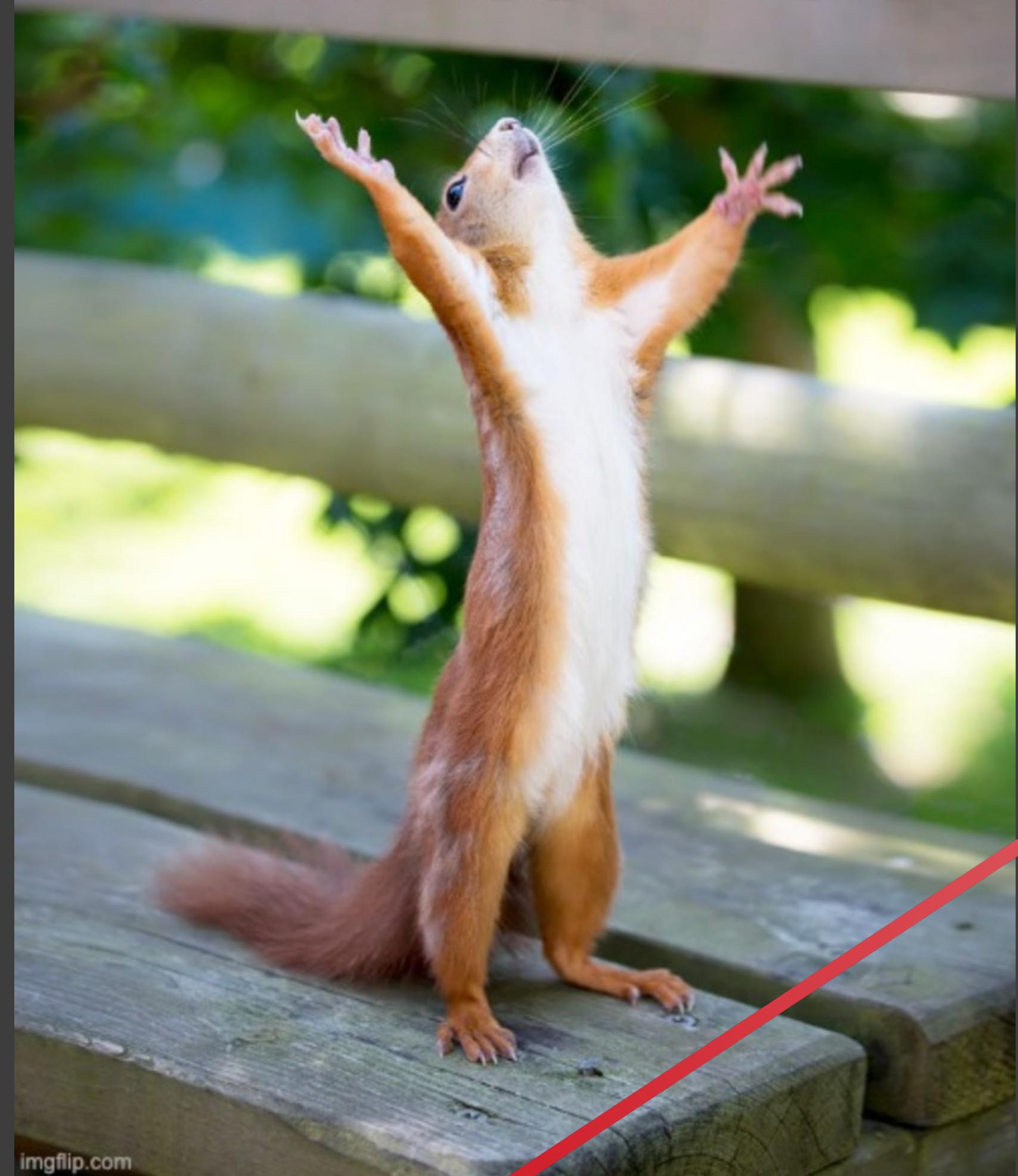


WHY.<sup>®</sup>

# Team

WHY®

# YEAH - I GOT THIS!



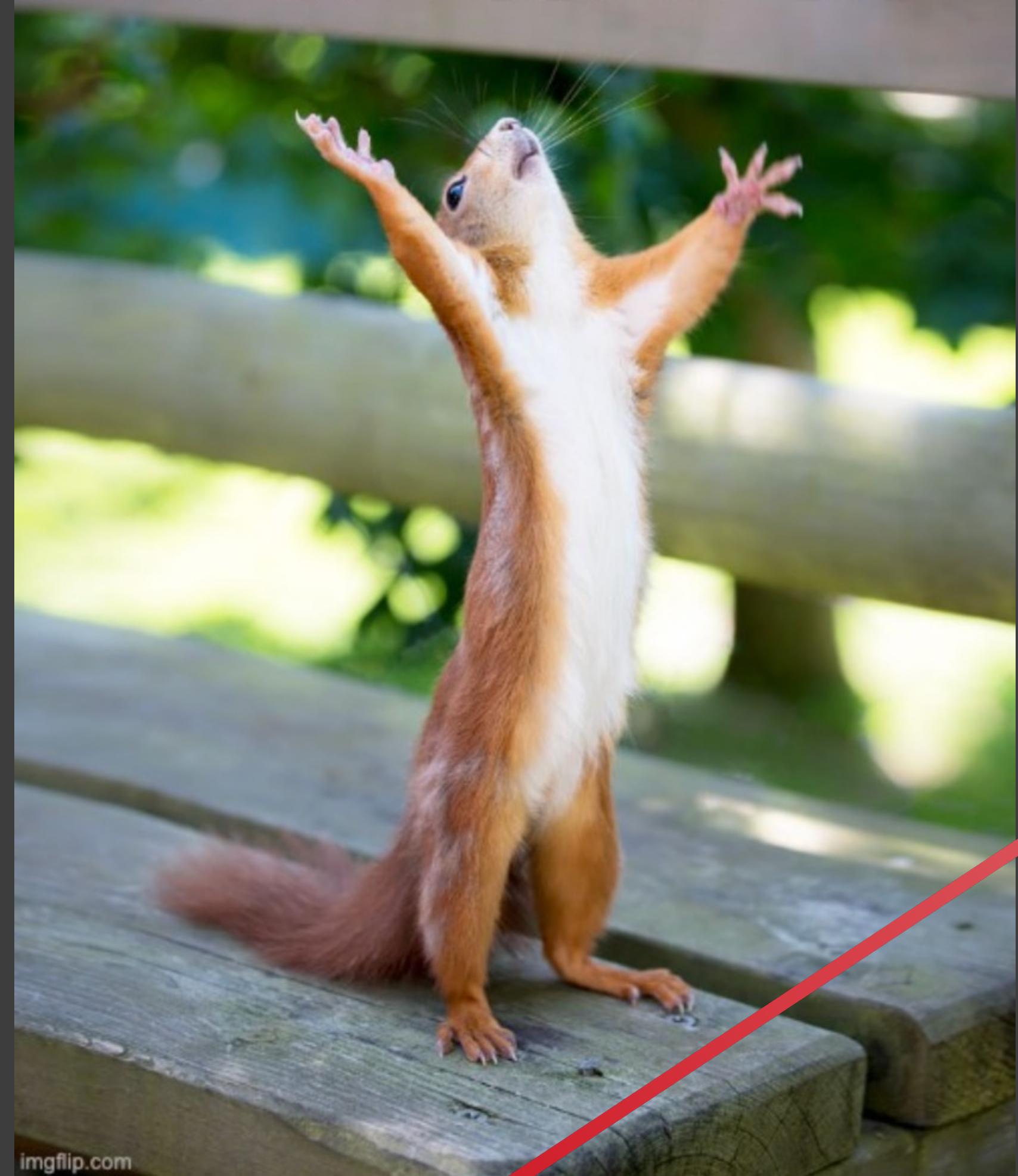
WHY.<sup>®</sup>

WHY®

Even

t

# YEAH - I GOT THIS!



WHY.<sup>®</sup>

# KETAN AKWANA



**BETTER WAY**  
MASTERY  
CONTRIBUTE

WHY®

# BRIAN GRASSO

**CHALLENGE**  
**SIMPLIFY**  
**CONTRIBUTE**

# CARRIE CAMPBELL

**CONTRIBUTE**  
**CHALLENGE**  
**TRUST**



WHY®

# DR. ROSIE WARD



**CHALLENGE**  
**BETTER WAY**  
**CONTRIBUTE**

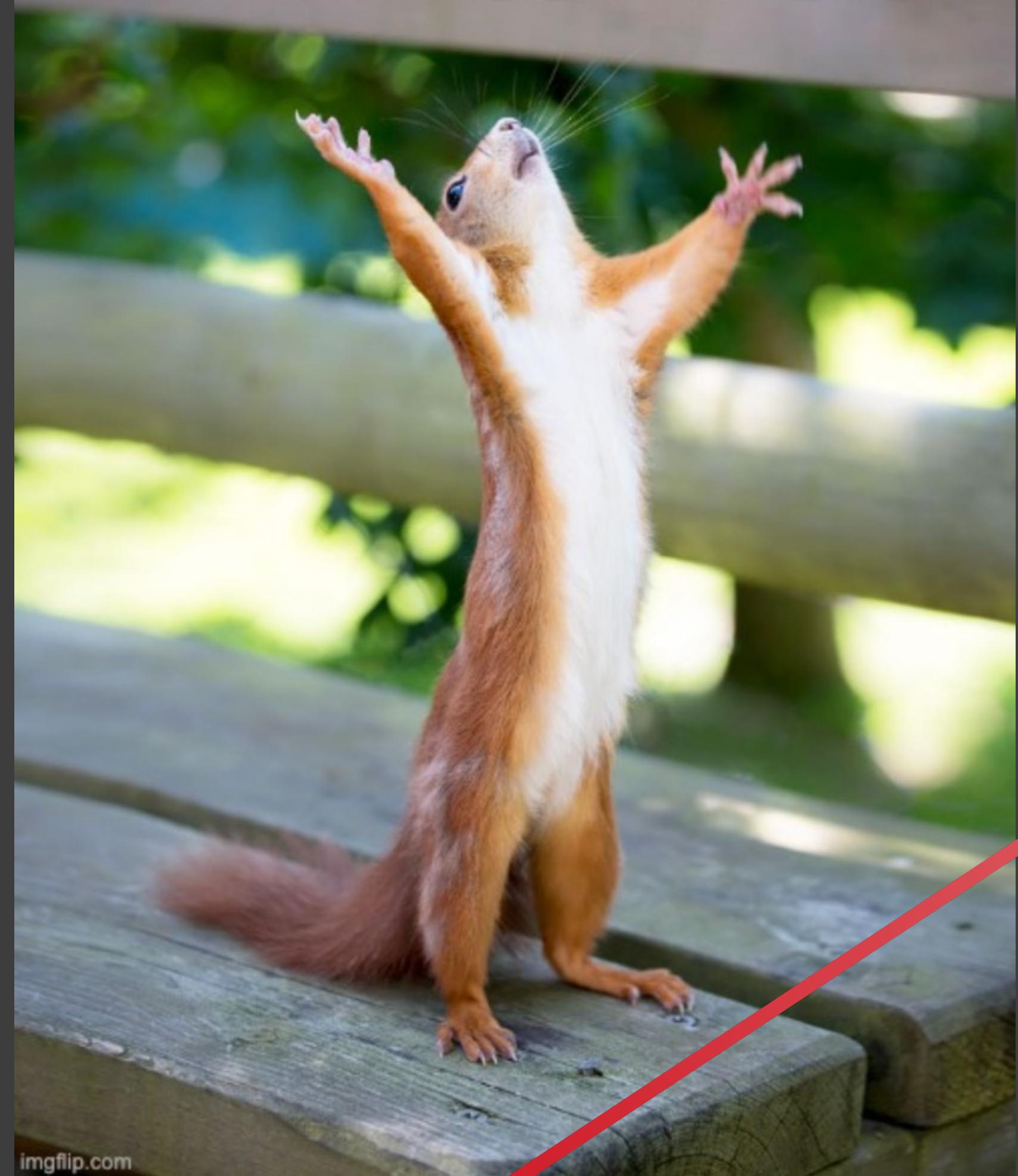
# STEVE LEVINE



CHALLENGE  
MAKE SENSE  
CONTRIBUTE

WHY®

# YEAH - I GOT THIS!



WHY.<sup>®</sup>



WHY®

# FUNDAMENTALS

PART 1

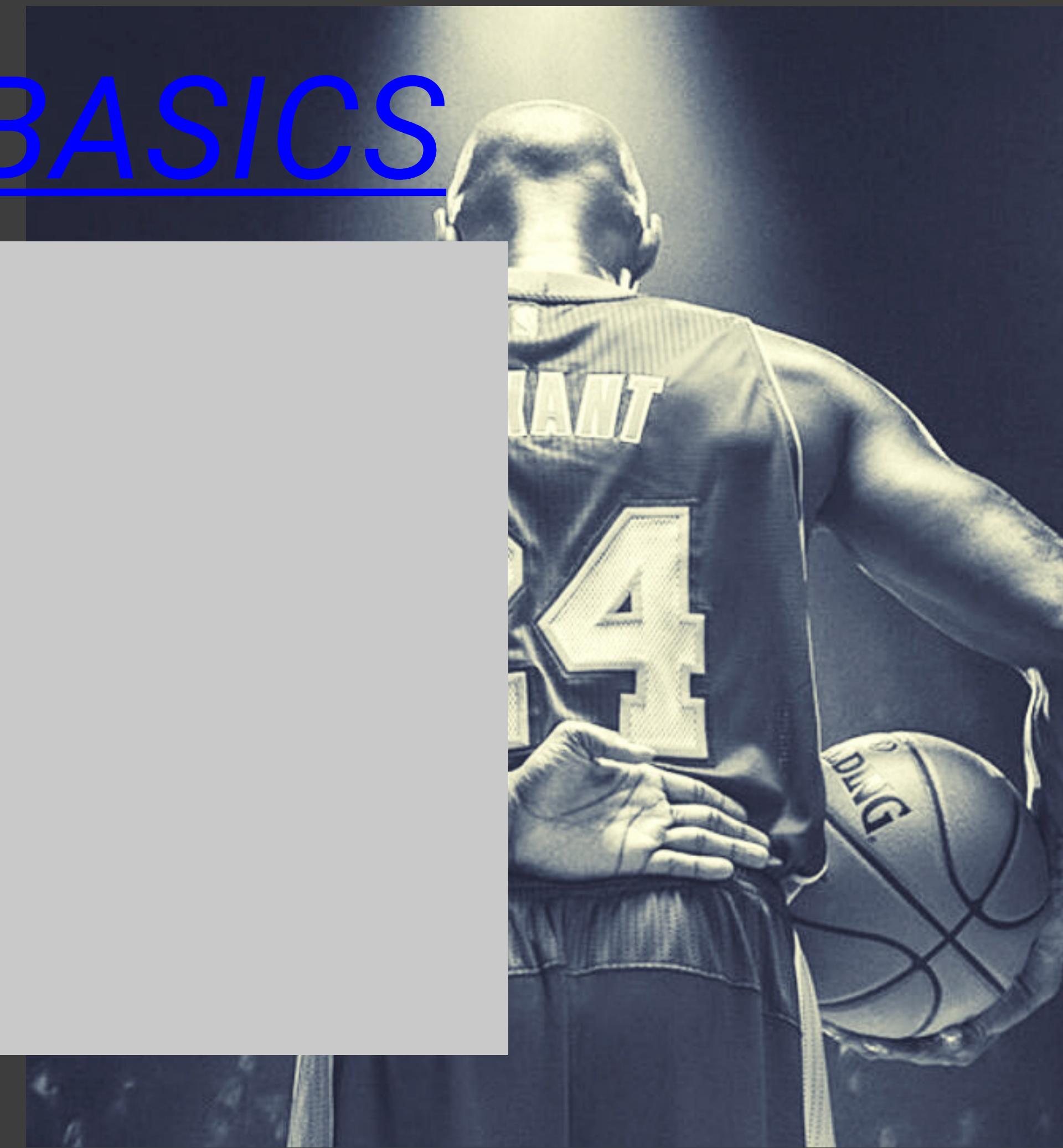
WHY®

# BASICS:

*THE ESSENTIAL FACTS OR  
PRINCIPLES OF A SUBJECT  
OR SKILL*

WHY.<sup>®</sup>

# BACK TO THE BASICS





# CHAT GPT

*"PICTURE THE BASICS AS ...*



WHY®



# CHAT GPT

THE SUPERHERO TRAINING FOR A **WHY.OS**  
CERTIFIED COACH!



WHY.<sup>®</sup>



# CHAT GPT

BY GETTING REALLY, REALLY GOOD AT  
THEM...



WHY®



# CHAT GPT

YOU'RE LIKE A SUPERHERO WITH AMAZING  
COACHING POWERS,



WHY®



# CHAT GPT

HELPING PEOPLE UNCOVER THEIR  
EXTRAORDINARY TALENTS AND DREAMS.



WHY®



CHAT GPT

IT'S AN EXHILARATING ADVENTURE!"

WHY.<sup>®</sup>

# THE 9 WHYS

**CONTRIBUTE**

**TRUST**

**MAKE SENSE**

**BETTER WAY**

**RIGHT WAY**

**CHALLENGE**

**MASTERY**

**CLARIFY**

**SIMPLIFY**

**WHY**<sup>®</sup>

# 9 WHYS CARDS



# 9 WHYS SHEETS



# PROSPECT FORMULA



Your **WHY** came back as \_\_\_\_\_.  
What a wonderful **WHY** you have!

Some of the GREAT things about people  
who have that **WHY** are...

Some of the challenges that people with  
the **WHY** of \_\_\_\_\_ have are...

*How does that feel to you?*

*Have you experienced this?  
Can you give me an example?*

# *THE 9 WHYS*

# *PACKETS*

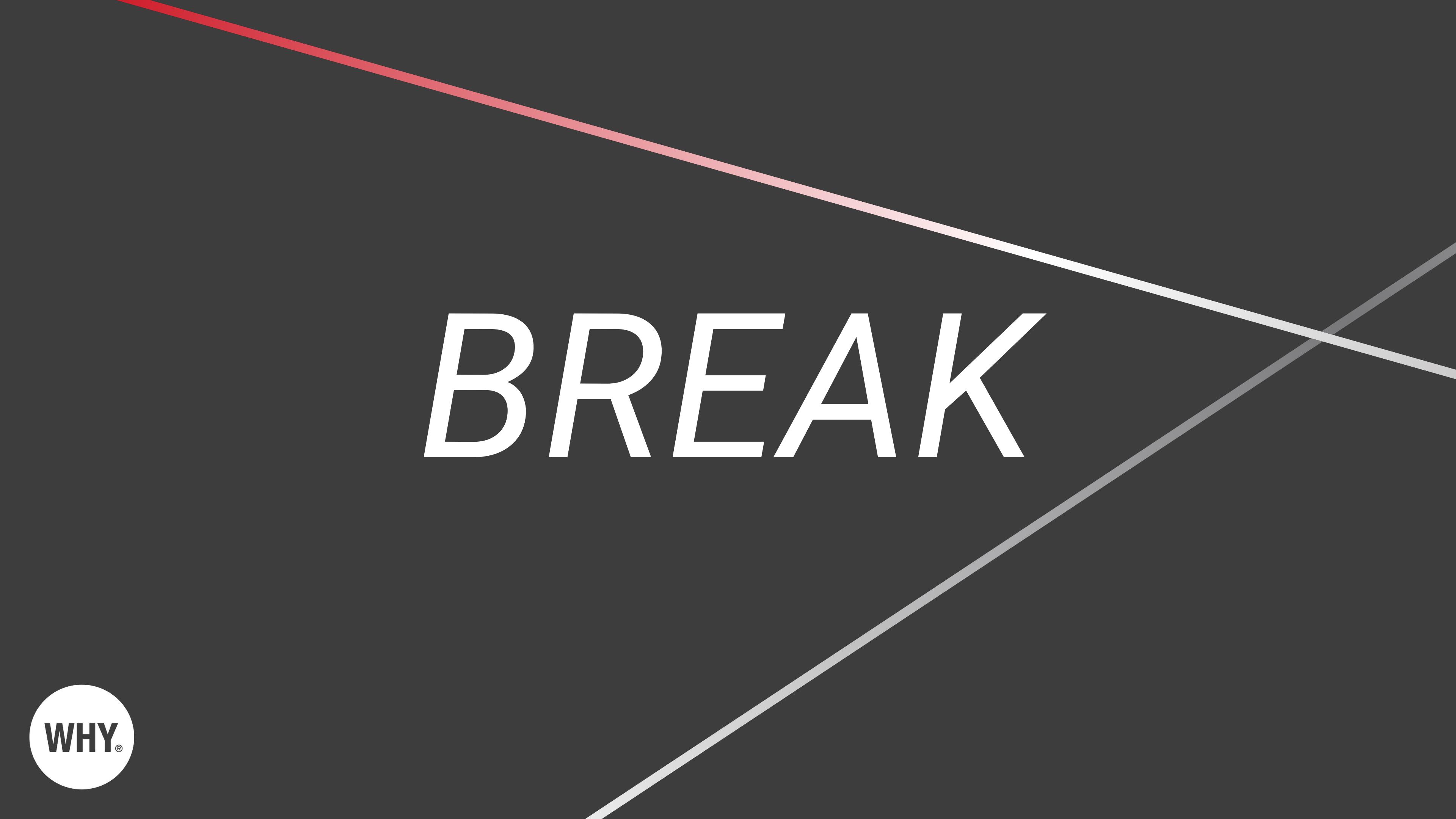




**WHY**<sup>®</sup> SCENARIOS

# ACTIVITY

*PRACTICE ALL 9 AS IF  
THEY'RE A PROSPECT*



# BREAK



WHY®



WHY®

# FUNDAMENTALS

PART 2

# WHW LANGUAGE SHEET

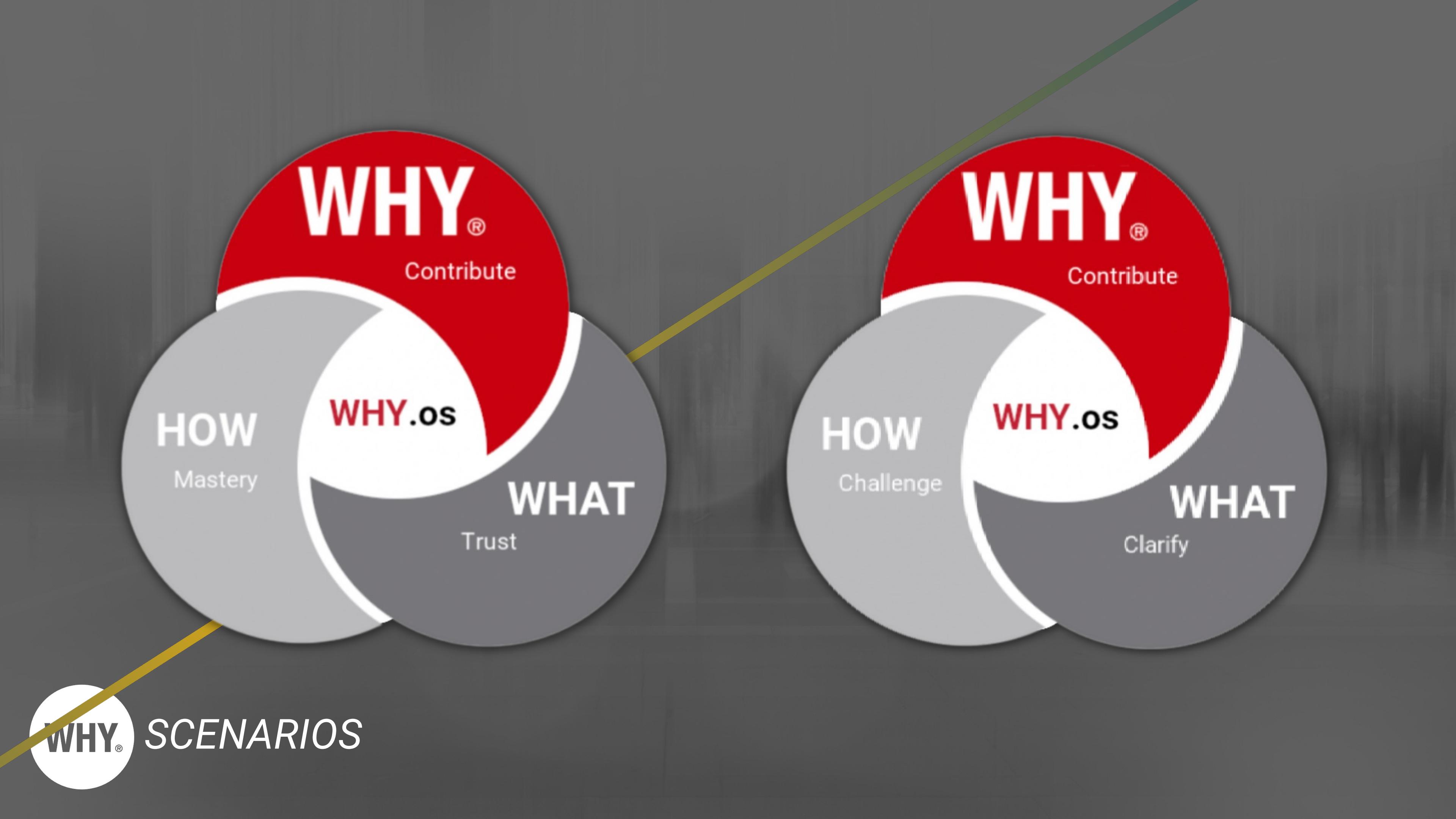
WHY.<sup>®</sup>

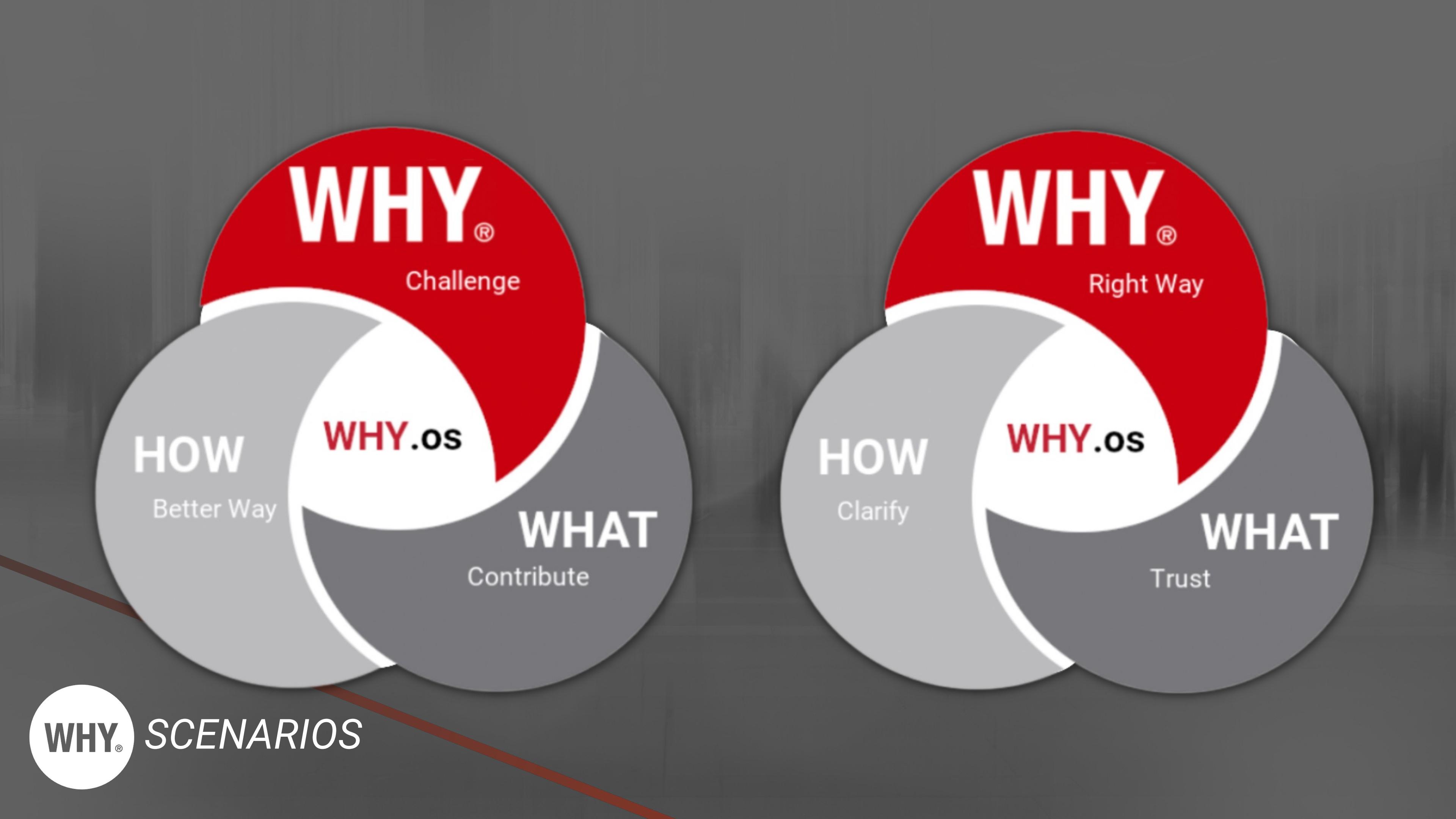
# ACTIVITY

*CREATE A WHY.OS TO PRACTICE*

*3 PER PERSON*

WHY.<sup>®</sup>





# CONTRIBUTE

**WHY**

*I BELIEVE  
THAT  
SUCCESS  
HAPPENS  
WHEN I  
CONTRIBUTE  
TO A GREATER  
CAUSE*

**HOW**



**WHAT**

*ULTIMATELY  
WHAT I BRING  
IS A WAY TO  
CONTRIBUTE  
AND ADD  
VALUE (HAVE  
AN IMPACT  
ON THE LIVES  
OF OTHERS)*

**WHY**<sup>®</sup>

**WHY**

*I BELIEVE THAT  
SUCCESS  
HAPPENS  
WHEN  
RELATIONSHIPS  
ARE BASED  
UPON TRUST*

**WHY**<sup>®</sup>

**TRUST**

**HOW**



**WHAT**

*ULTIMATELY  
WHAT I BRING  
IS A TRUSTING  
RELATIONSHIP  
WHERE  
OTHERS CAN  
COUNT ON ME*

**WHY**  
*I BELIEVE THAT  
SUCCESS  
HAPPENS  
WHEN WE MAKE  
SENSE OF THE  
COMPLEX*

**WHY**<sup>®</sup>

**MAKE SENSE**

**HOW**  
*HOW I DO THAT  
IS BY SOLVING  
COMPLEX AND  
CHALLENGING  
PROBLEMS*

**WHAT**  
*ULTIMATELY  
WHAT I BRING  
ARE  
SOLUTIONS  
THAT MAKE  
SENSE*

# BETTER WAY

**WHY**

*I BELIEVE THAT  
SUCCESS  
HAPPENS  
WHEN WE FIND  
A BETTER WAY  
& ARE ABLE TO  
SHARE IT*

**HOW**

*HOW I DO THAT  
IS BY FINDING  
BETTER WAYS  
AND SHARING  
IT*

**WHAT**

*ULTIMATELY  
WHAT I BRING  
IS A BETTER  
WAY TO MOVE  
FORWARD.*



**WHY**<sup>®</sup>

**WHY**

*I BELIEVE THAT  
SUCCESS  
HAPPENS  
WHEN THINGS  
ARE DONE THE  
RIGHT WAY*

**WHY**<sup>®</sup>

**RIGHT WAY**

**HOW**

*HOW I DO THAT  
IS BY CREATING  
AND  
FOLLOWING  
SYSTEMS &  
PROCESSES  
THAT LEAD TO  
PREDICTABLE  
RESULTS*

**WHAT**

*ULTIMATELY  
WHAT I BRING  
IS A RIGHT  
WAY TO GET  
PREDICTABLE  
RESULTS*

**WHY**

***I BELIEVE THAT  
SUCCESS  
HAPPENS  
WHEN WE  
THINK OUTSIDE  
THE BOX***

**WHY**<sup>®</sup>

**CHALLENGE**

**HOW**

***HOW I DO THAT  
IS BY  
CHALLENGING  
THE STATUS  
QUO AND  
THINKING  
DIFFERENTLY***

**WHAT**

***ULTIMATELY  
WHAT I BRING  
IS AN OUTSIDE  
THE BOX  
SOLUTION***

**WHY**

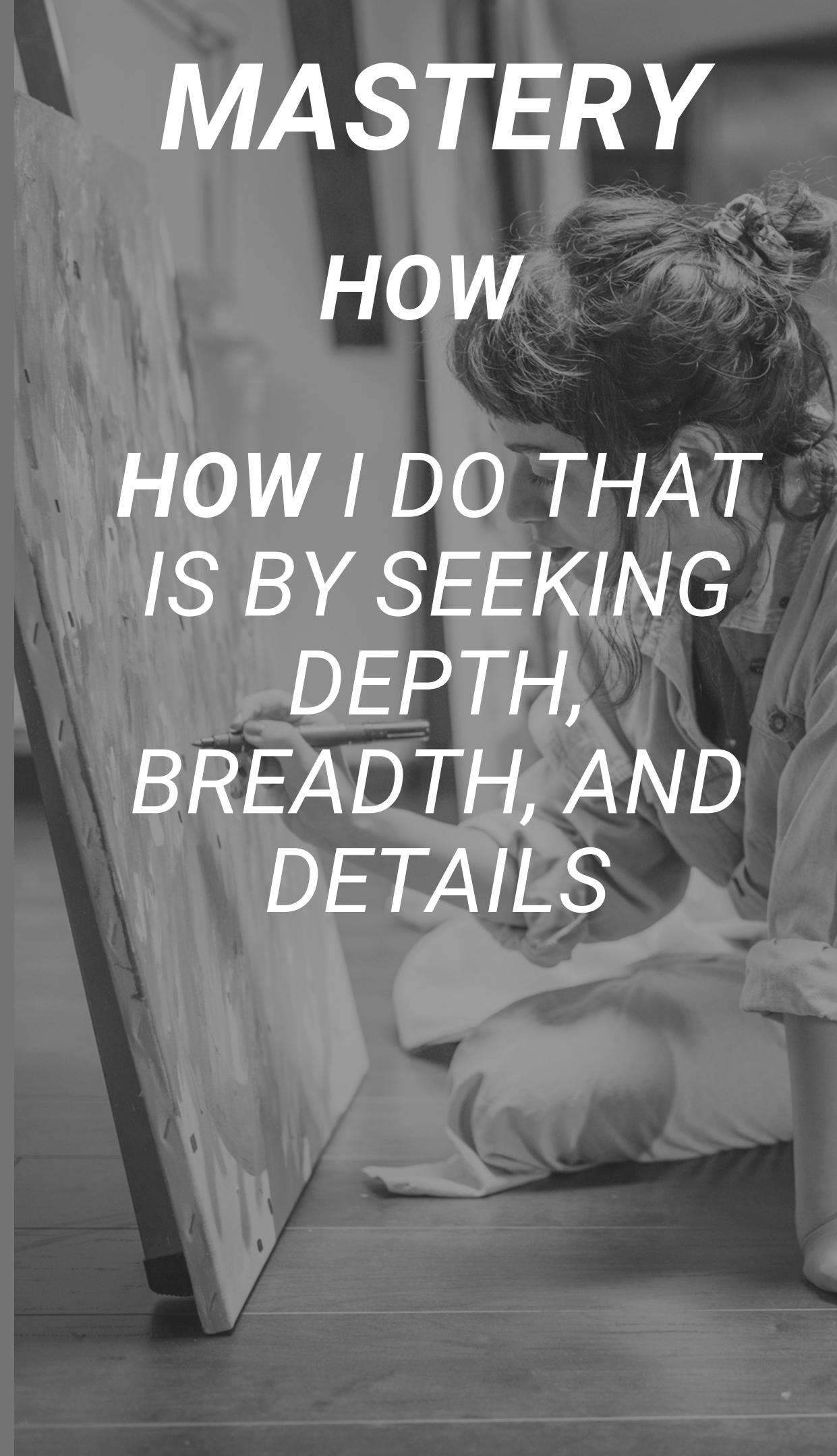
*I BELIEVE THAT  
SUCCESS  
HAPPENS  
WHEN WE DIVE  
IN DEEP AND  
UNDERSTAND  
THE NUANCES*

**WHY**<sup>®</sup>

**MASTERY**

**HOW**

*HOW I DO THAT  
IS BY SEEKING  
DEPTH,  
BREADTH, AND  
DETAILS*



**WHAT**

*ULTIMATELY  
WHAT I BRING IS  
A DEEP  
UNDERSTANDING*

**WHY**

*I BELIEVE THAT  
SUCCESS  
HAPPENS WHEN  
THINGS ARE  
CLEAR TO BE  
ABLE TO MAKE A  
DECISION*

**WHY**<sup>®</sup>

**CLARIFY**

**HOW**

*HOW I DO THAT IS  
BY MAKING  
THINGS CLEAR  
AND  
UNDERSTANDABLE*

**WHAT**

*ULTIMATELY  
WHAT I BRING IS  
A CLEAR  
SOLUTION*

**WHY**  
*I BELIEVE THAT  
SUCCESS  
HAPPENS WHEN  
THINGS ARE  
SIMPLE,  
UNCOMPLICATED  
, AND EASY TO  
UNDERSTAND*

**WHY**<sup>®</sup>

**SIMPLIFY**

**HOW**  
*HOW I DO THAT  
IS BY MAKING  
THINGS SIMPLE  
AND EASY TO  
USE*

**WHAT**  
*ULTIMATELY  
WHAT I BRING IS  
A SIMPLE  
SOLUTION*

*CREATE A FULL WHY.OS*

*PRACTICE WITH A “PROSPECT”*

WHY.<sup>®</sup>

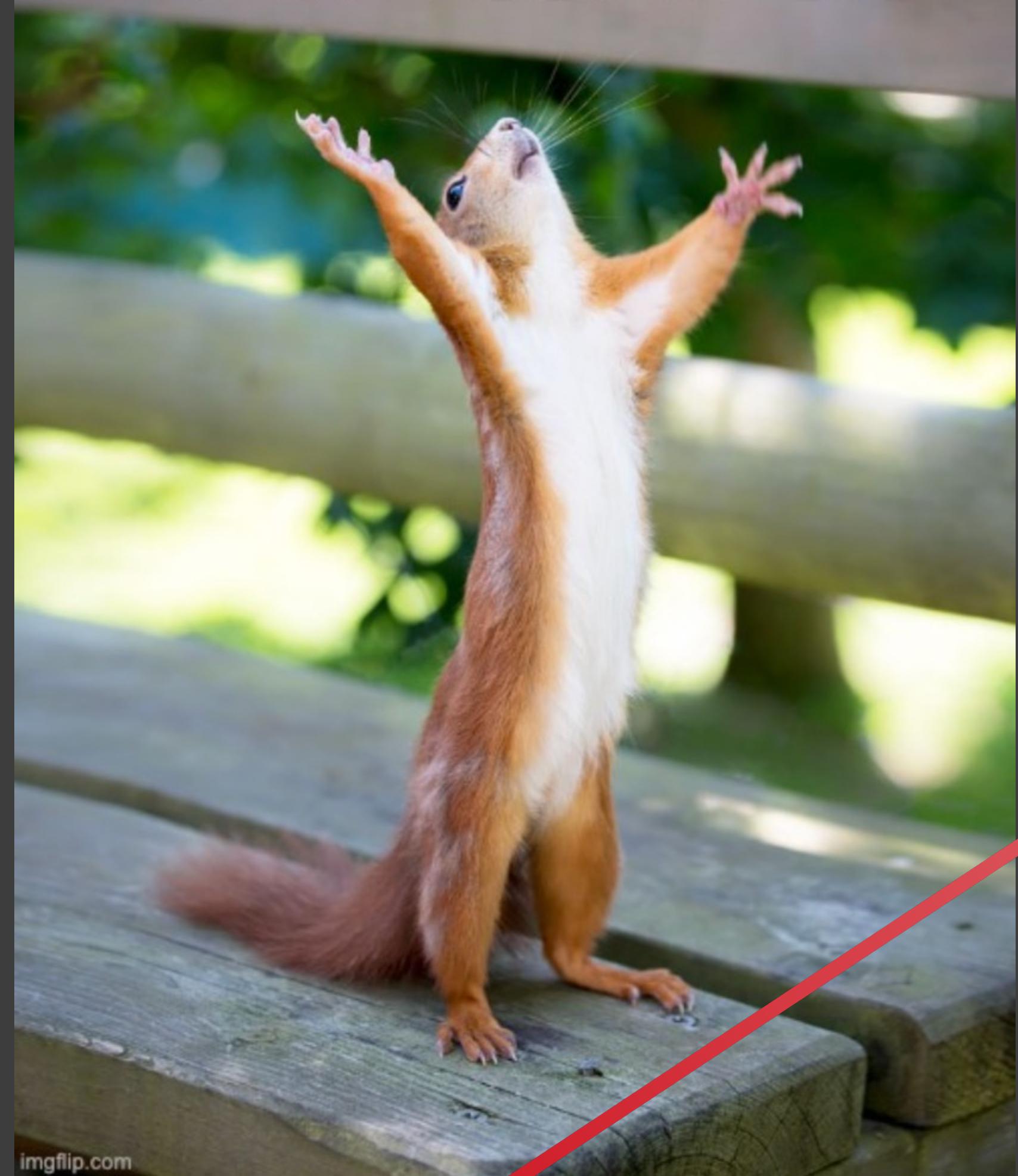
Full WHY.os

Contribute - Simplify - Trust - Right Way - Clarify - Make Sense - Better Way - Challenge - Mastery

Full WHY.os

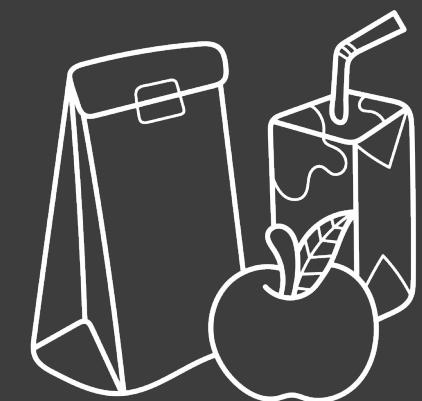
Contribute - Mastery - Trust - Make Sense - Right Way - Better Way - Simplify - Clarify - Challenge

# YEAH - I GOT THIS!



WHY.<sup>®</sup>

# LUNCH BREAK



WHY.<sup>®</sup>

# WELCOME TO THE STAGE: BETTY BURKS



**BETTER WAY  
SIMPLIFY  
RIGHT WAY**

**WHY**<sup>®</sup>



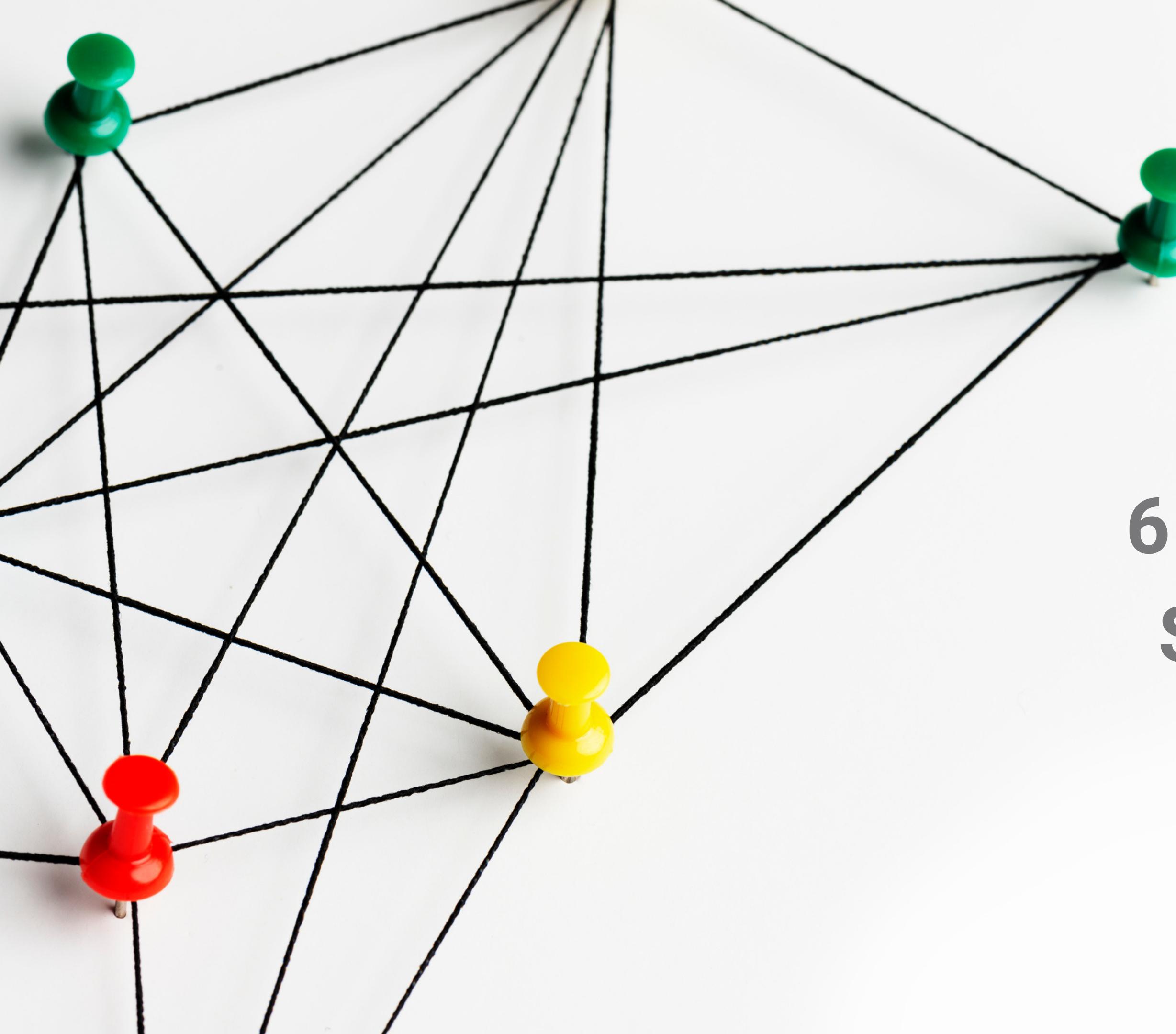
**WHY + Action = Traction**

*Working Your Network*



What's WHY.os Got to Do  
With It?

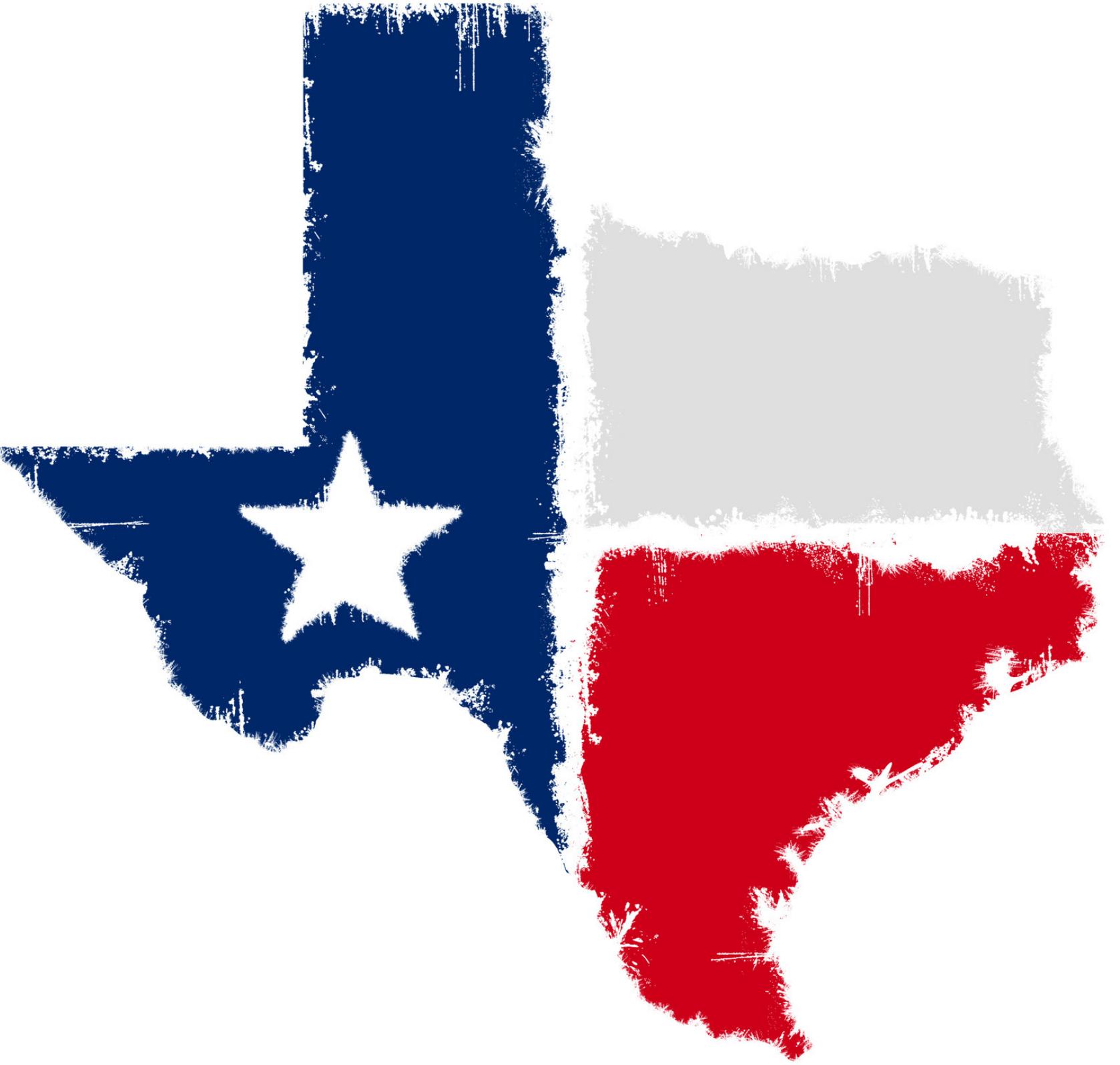
WHY.<sup>®</sup>



# 6 Degrees of Separation Theory

**Everything's  
bigger in...**

**Or is it???**



# Identify the Trailblazers in Your Industry

- Contributor  
s



# Identify the Trailblazers in Your Industry

- Contributors
- Career Status



# Identify the Trailblazers in Your Industry

- Contributors
- Career Status
- Diversity



# Identify the Trailblazers in Your Industry

- Contributors
- Career Status
- Diversity
- Connectors



# Identify the Trailblazers in Your Industry

- Contributors
- Career Status
- Diversity
- Connectors
- Results

Driven



# Identify the Trailblazers in Your Industry

- Contributors
- Career Status
- Diversity
- Connectors
- Results Driven
- Propensity to Coach Others



# Identify the Trailblazers in Your Industry

- Contributors
- Career Status
- Diversity
- Connectors
- Results Driven
- Propensity to Coach Others
- Commitment



# WHY Ed Leaders Group

Know your **WHY**®

- **WH**  
**Y**



# WHY Ed Leaders Group

Know your **WHY**®

- **WH**
- **HO**
- **W**



# WHY Ed Leaders Group

Know your **WHY**®

- **WH**
- **HO**
- **WHAT**





# FEEDFORWAR

**D** Knowing WHY you are  
doing WHAT you are doing  
is CRITICAL to success.



WHY®

**WHY + Action**  
**= Traction**

- *Will your WHY drive you to Action?*
- *HOW will you start and WHEN?*
- *WHAT commitment are you willing to make RIGHT NOW?*

# WELCOME TO THE STAGE: WATSON JORDAN

*BETTER WAY*  
MAKE SENSE  
CONTRIBUTE

WHY.<sup>®</sup>



# WHY THE HANDSTAND?



YOU ARE GOING TO BE REMEMBERED FOR  
SOMETHING - MAKE SURE YOU KNOW WHAT IT IS



# *TEAM EVENTS - MATERIALS*





# GOLD

Treat others how **you** want to be treated.

# PLATINUM

Treat others how **they** want to be treated.



WHY.<sup>®</sup>

# WHY Activity



Yes, and

# TEAM EVENTS - PERSONALIZE

MAKE IT EASY FOR THEM TO LEARN ABOUT THEMSELVES

- **WHY:** I believe that success happens when we make sense of the complex
- You believe success comes from making sense of the complex and challenging. You are the ultimate problem solver. You have an uncanny ability to take in lots of data and information and make it understandable. You consider factors, problems, and concepts, which you then organize into solutions. You also have a gift for articulating a solution and summarizing it clearly.

## Make Sense



**bonnie cotter**  
director of advancement



**karen himebaugh**  
director of finance



**laurie sullivan**  
student support specialist k-8

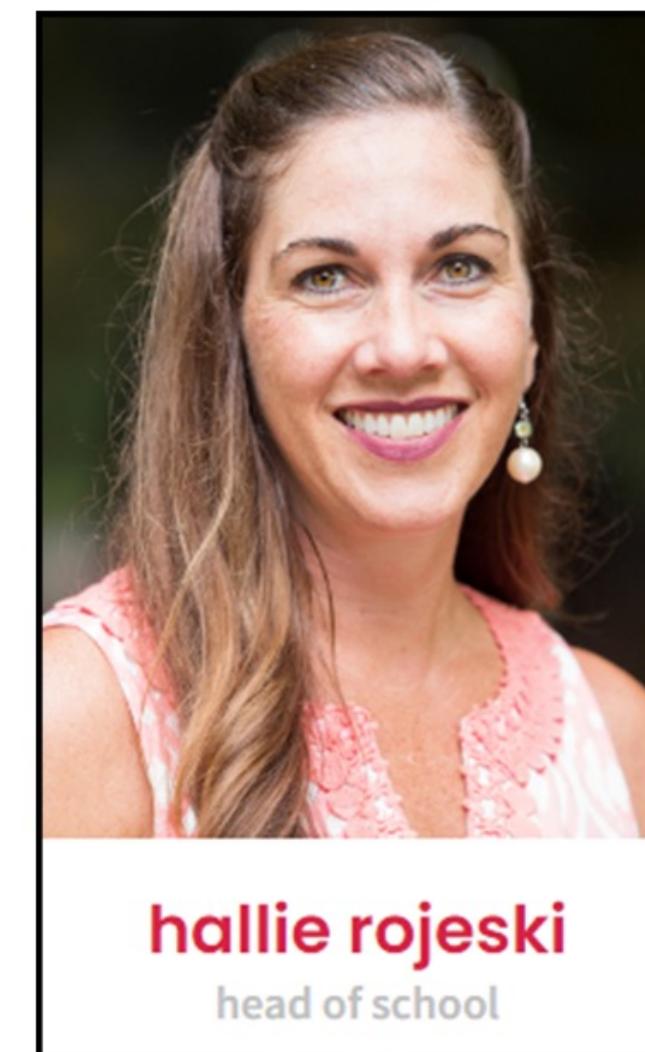


## This is Your Personal **WHY.os** Statement

**WHY:** I believe that success happens when we find a better way & are able to share it

**HOW:** HOW I do that is by making things simple and easy to use

**WHAT:** Ultimately WHAT I bring are solutions that make sense



# TEAM EVENTS - FULL WHY

MAKE IT EASY FOR THEM TO LEARN ABOUT THEMSELVES

The John Crosland School

WHY.®

FULL WHY MATRIX

	WHY	HOW	WHAT								
Hallie Rojeski	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery		
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge		
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify		
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery		
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify		
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify		
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify		
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify		
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge		
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify		

belong

our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.

# The John Crosland School

**WHY**®

## FULL WHY MATRIX

	WHY	HOW	WHAT							
<b>Hallie Rojeski</b>	<b>Better Way</b>	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	<b>Clarify</b>	Mastery	
<b>Keri Cauthen</b>	<b>Trust</b>	<b>Clarify</b>	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge	
<b>Karen Himebaugh</b>	<b>Make Sense</b>	<b>Clarify</b>	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify	
<b>Laurie Sullivan</b>	<b>Make Sense</b>	Simplify	Contribute	Trust	Better way	<b>Clarify</b>	Right way	Challenge	Mastery	
<b>Jennifer Bailey</b>	<b>Better Way</b>	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	<b>Clarify</b>	
<b>Ted Moore</b>	<b>Contribute</b>	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	<b>Clarify</b>	
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<b>Antoine Brisbon</b>	<b>Contribute</b>	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	<b>Clarify</b>	
<b>Charlie Heard</b>	<b>Mastery</b>	Make Sense	<b>Clarify</b>	Right Way	Simplify	Contribute	Trust	Better Way	Challenge	
<b>Vivian Cutajar</b>	<b>Trust</b>	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	<b>Clarify</b>	

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# WHY®

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# WHY<sup>®</sup>

## FULL WHY MATRIX

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WHY®

## FULL WHY MATRIX

	WHY	HOW	WHAT							
	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery	
	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge	
	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify	
	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery	
	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify	
	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify	
	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify	
	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify	
	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge	
	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify	

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Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify	
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify	
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify	
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify	
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge	
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify	

## belong

our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.



# The John Crosland School

# WHY®

## FULL WHY MATRIX

	WHY	HOW	WHAT							
Hallie Rojeski	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery	
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge	
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify	
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery	
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify	
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify	
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify	
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify	
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WHY®



# MY SON WILLIAM



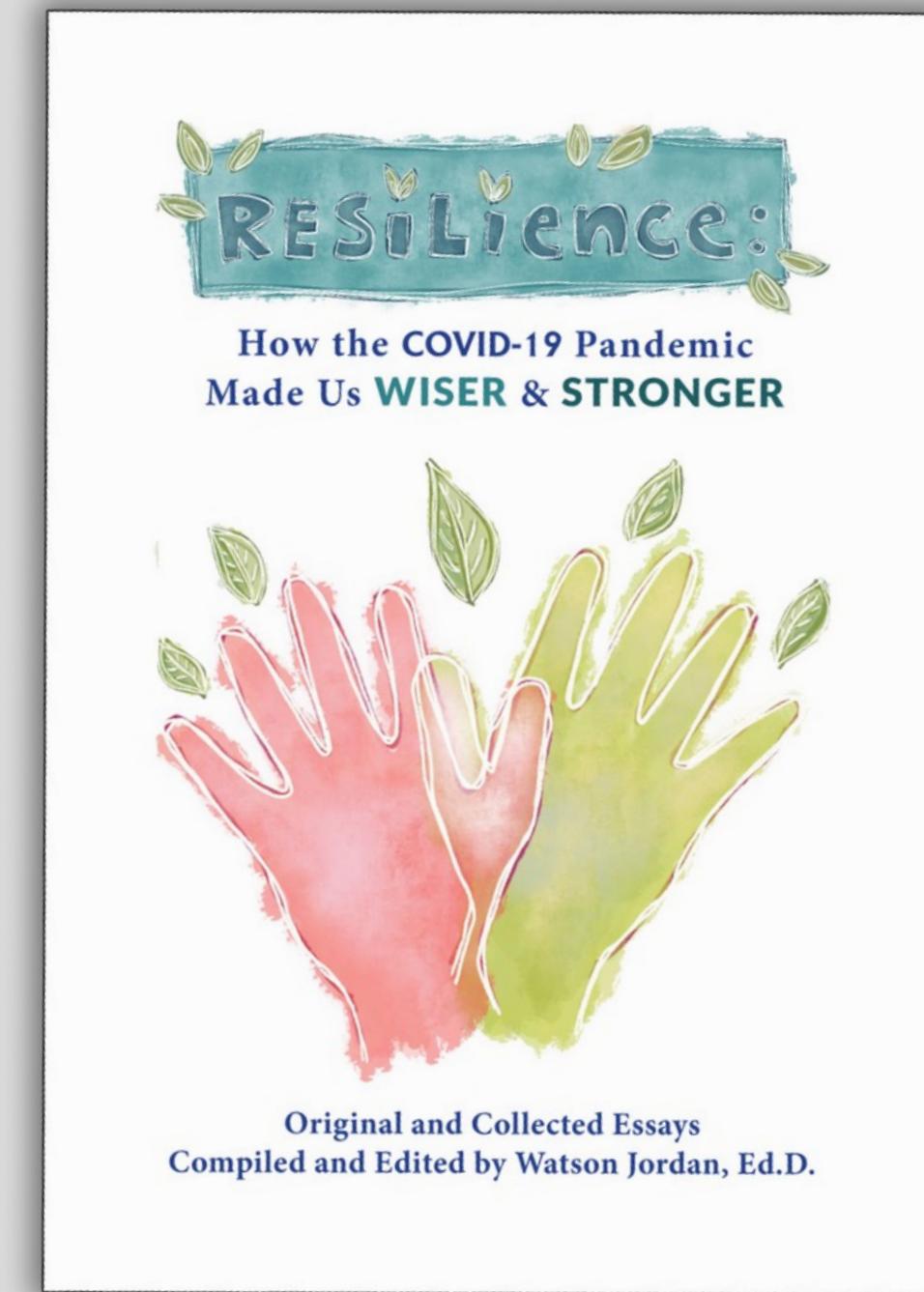
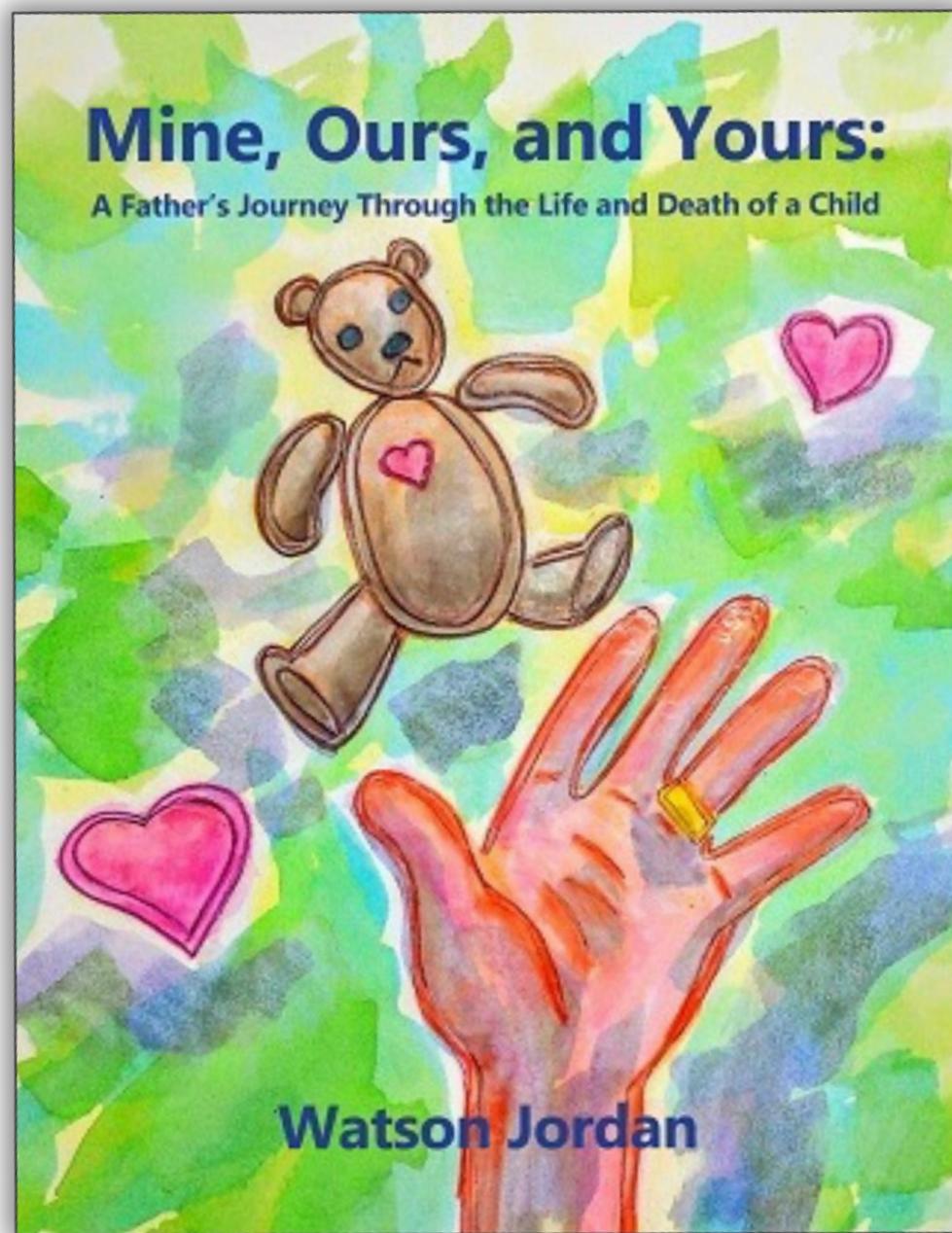
WHY®

38 YEARS OLD  
STARING OUT THE  
WINDOW

ASK A BETTER  
QUESTION - NOW  
THAT I HAVE  
TALKED ABOUT  
WHAT I DO

LET ME TELL YOU  
**WHY** I DO IT





# BETTER QUESTIONS

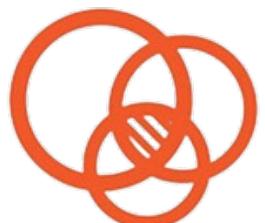
- *WHY DO YOU DO WHAT YOU DO?*
- *WHO IS YOUR INNER CIRCLE?*
- *WHAT COMMUNITIES DO YOU BELONG TO?*
- *WHAT IS YOUR CORE BELIEF?*



# WHAT IS RESILIENCE?

*NOT ERNEST SHACKLETON*

*EVERYDAY PEOPLE LIKE  
YOU AND ME*





The Resilience Initiative  
**WORKBOOK**

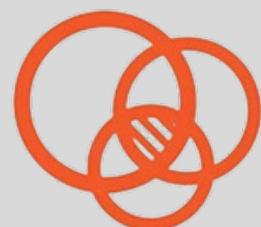
A Quick Powerful Guide to  
**Utilize the 5-3-1 Plan to  
Build your Resilience**



# Who is in your **INNER?** **CIRCLE?**

Who are the **FIVE**  
people you spend  
the most time with?

**Feel GREAT  
about them!**



# BETTER QUESTIONS

- *WHY DO YOU DO WHAT YOU DO?*
- *WHO IS YOUR INNER CIRCLE?*

WHY.<sup>®</sup>



WHY®

# Which three Communities do you BELONG to?

**Spiritual? Physical?  
Emotional? Interests?  
Hobbies? Passions?**

- Groups that you invest in and harvest from.
- Groups that help you move toward your best self.



# BETTER QUESTIONS

- *WHY DO YOU DO WHAT YOU DO?*
- *WHO IS YOUR INNER CIRCLE?*
- *WHAT COMMUNITIES DO YOU PARTICIPATE IN?*

WHY.<sup>®</sup>



WHY®

# What is your CORE BELIEF?

How would you  
fill in these blanks?

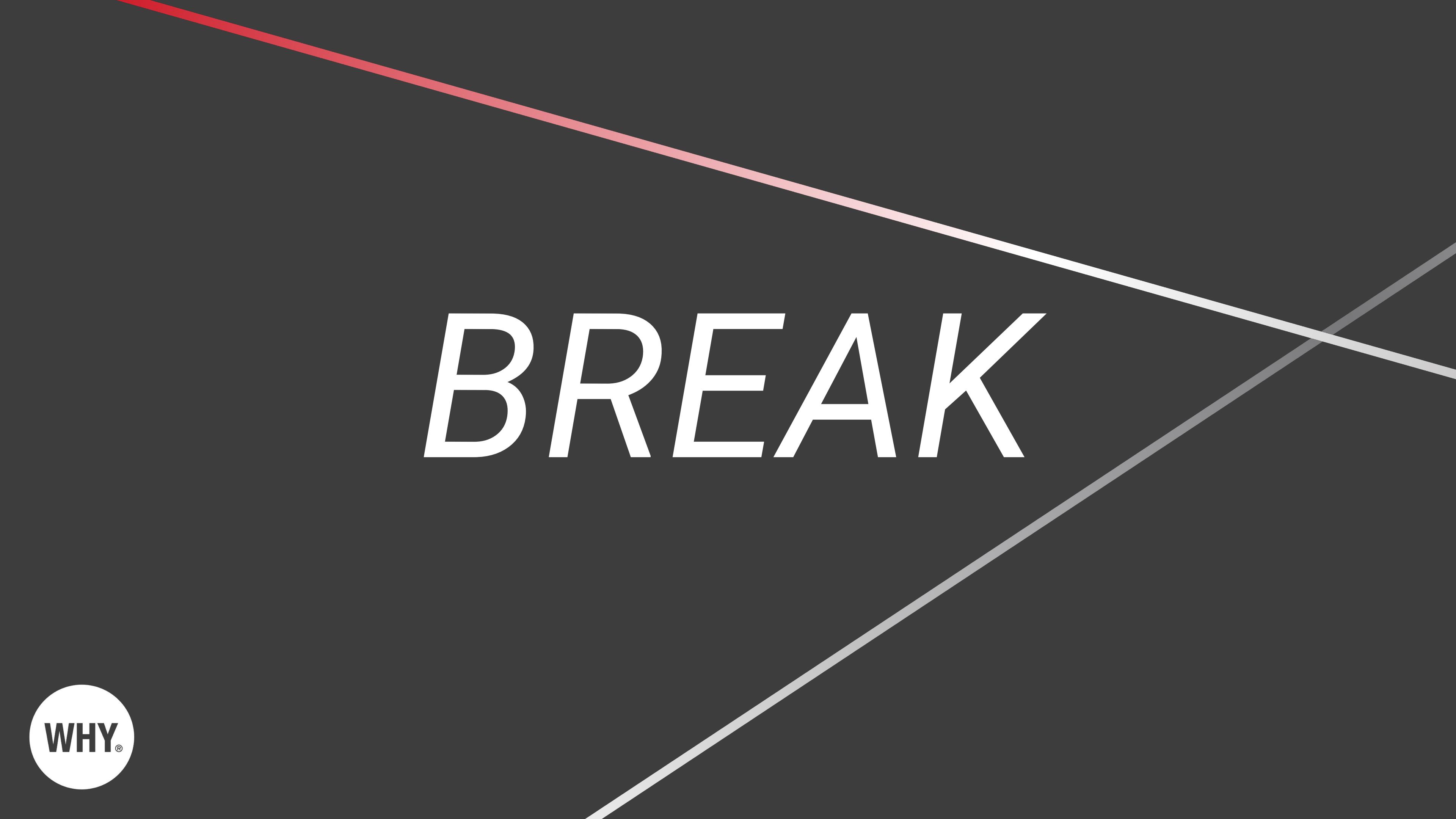
- ④ As long as \_\_\_\_\_  
\_\_\_\_\_, everything will work out.
- ④ Deep in my heart, I will always know that  
\_\_\_\_\_.
- ④ Whenever I \_\_\_\_\_  
\_\_\_\_\_, I always feel great.
- ④ I know \_\_\_\_\_  
\_\_\_\_\_, is true and I depend upon it.



# BETTER QUESTIONS

- *WHY DO YOU DO WHAT YOU DO?*
- *WHO IS YOUR INNER CIRCLE?*
- *WHAT COMMUNITIES DO YOU PARTICIPATE IN?*
- *WHAT IS YOUR CORE BELIEF?*
- **ACTIVITY** -- *WHO ARE TWO PEOPLE YOU ADMIRE? GUESS THEIR CORE BELIEF - LATER TODAY...CALL THEM TO DISCUSS.*





# BREAK



WHY®



# WORST CASE SCENARIOS

WHY®

*LET ME  
TELL YOU A  
STORY...*

WHY.<sup>®</sup>



# THE WISDOM COMMUNITY



WHY.<sup>®</sup>

ANOTHER  
STORY...

WHY.<sup>®</sup>



*WE'VE ALL BEEN THERE...*

**PLEASE STANDYBY.  
WE'RE EXPERIENCING  
TECHINICAL DIFFICULTIES.**

**WHY**<sup>®</sup>



WHAT'S YOUR  
WORST  
SCENARIO?

REAL OR IMAGINED

WHY.<sup>®</sup>

# CLOSING

WHY®



# COCKTAIL HOUR

With snacks and refreshments

WHY®